



Durham Destination Management Plan 2023-2030

Michelle Gorman





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The Destination Management Plan (DMP) is:

- the destination's plan which converts county, regional and national market research and strategies into a county-based plan to grow the county's visitor economy
- for all organisations and individuals in County Durham, and national bodies to help them understand what is being done, what needs to be done and how they can contribute to our success
- compiled and managed by Visit County Durham in collaboration with the county's tourism industry and a broad range of stakeholders and partners

Durham Destination Management Plan 2023-2030

- The county has had a Destination Management Plan since 2006. Two major revisions since, in 2012 & 2016
- 4th edition delayed due to Covid (2021-2025), the next revision will span 2023-2030
- Identifies destination priorities and specific actions for up to 5 years with longer term ambitions up to 10+ years ahead
- Monitored by the VCD Board. Reviewed annually and refreshed as needed. The Visit County Durham team manages the plan in collaboration with key stakeholders and partners.

Development and consultation

 The Destination Management Plan is developed using the principles of a sustainable development model known as VERB (Visitor, Environment, Resident, Business)

- In partnership with key partners and stakeholders:
 - Visit County Durham Board
 - Regeneration, Economy & Growth Management Team
 - DCC Tourism Internal Working Group
 - E&SC/E&E Scrutiny Committees
 - Visitor economy businesses
 - Local, regional and national stakeholders/partners inc. Visit England
 - County Durham residents (surveys and consultations)

2016-2020 priorities

- Lengthen the amount of time that visitors spend in the county
- 2. Improve the quality of the visitor experience post arrival
- 3. Differentiate Durham for external audiences
- 4. Attract new staying visitors to the county
- 5. Retain existing day visitors to the county
- 6. Address seasonality
- 7. Develop new product and support existing product strengths
- 8. Improve SME and micro business performance









Five priority pillars







County Durham
provides an end-toend experience which
is high quality
welcoming and
inclusive

County Durham is better promoted with a compelling narrative for external audiences County Durham offers extended season products and experiences





County Durham offers eye-catching authentic product that meets the needs of consumers County Durham's business are supported to develop performance resilience and profit

Visitor focused outcomes

INCREASED VISITOR ACQUISITION

New visitors are attracted to County Durham by understanding and capitalizing on new market trends, improving our product line in line with these and creating impactful storytelling.

VISITOR DWELL TIME / SPEND

The number and proportion of overnight stays in County Durham, the length of those breaks and value of visitor spend are increased.

INCREASED VISITOR RETENTION

Existing day visitors to County Durham keep coming back and maintain or increase the frequency of their contribution to our economy.

Outcomes (Intermediate) Impacts (Longer-Term) Inputs (Resources) Activities and Outputs Outcomes (Direct) A. Develop an industry training action plan focused on inclusive welcome, including VISION **PRIORITY PILLAR 1 INCREASED VISITOR** £ DIRECT FUNDING County Durham By 2030, we will have B. Council Tourism Working Group to support inclusivity improvements and RETENTION provides an end-to-end created the conditions develop County lead role for tourism & culture in the devolution plan. £ MATCH FUNDING experience which is highfor our residents, Other resources C. Ensure inward investment products are high-quality, accessible and sustainable Existing day visitors to in value; develop data to show VCD role as an enabler to help investors realise businesses, and the County Durham keep full potential. coming back and environment to benefit maintain or increase from sustainable the frequency of their growth in our visitor Develop a clear narrative and standout proposition which everyone can use and contribution to our ensure the VCD Board are able to advocate to key selected audiences via agreed economy. channels. **PRIORITY PILLAR 2** By supporting and £ DIRECT FUNDING B. Refresh place and destination brands. County Durham marketing our £ MATCH FUNDING C. Develop a communications plan for regional, national and other markets / is better promoted with distinctive heritage, advocates with key success examples of people and businesses. Other resources **INCREASED VISITOR** landscapes, and warm D. Plan for promotion of 'Only in Durham' products to support local suppliers as for external audiences. **ACQUISITION** welcome we will have part of place branding work. grown both day and Further promotion of accessible / family friendly product. New visitors are overnight visits and attracted to made County Durham a County Durham by A. Focus working groups on creating strands for shoulder months including **PRIORITY PILLAR 3** compelling visitor understanding and £ DIRECT FUNDING wellbeing, edutainment, workcation and culture (including events). County Durham capitalizing on new £ MATCH FUNDING B. Align with Culture Durham research work to prioritise Capital of Culture legacy. offers extended season market trends, C. Plan regular workshops and ways to promote the research dissemination role of products and experiences Other resources improving our product VCD, particularly as DDR plan develops. for our visitors. line in line with these **KPIs** and creating impactful By 2030, we aim to be storytelling. achieving at least the A. Undertake an audit of existing thematic product (e.g. health and wellbeing, **PRIORITY PILLAR 4** £ DIRECT FUNDING following each year: outdoor leisure) to support theme development as a nationally-distinctive walking County Durham destination. £ MATCH FUNDING VISITOR DWELL TIME offers eye-catching, 30m UK day visits B. Define which key trends to build on (e.g. health) and animate rural marketing. / SPEND 3m UK overnight visits C. Attract new family product for Durham City. meeting consumer needs The number and £1.744m UK spend proportion of 1m non-UK visits overnight stays in A. Continue to lobby for high-speed broadband and connectivity in rural areas. **PRIORITY PILLAR 5** County Durham, the £ DIRECT FUNDING B. Support businesses to develop digital presence, joint ticketing / promotions and £52m non-UK spend County Durham's length of those breaks £ MATCH FUNDING sharing good practice. businesses are supported 17,120 direct FTE jobs and value of visitor Other resources C. Undertake an **Annual business survey** feeding into NE LEP, LA data and UK to develop performance, spend are increased. 4,120 indirect FTE jobs resilience & profit. Government.

Inclusive Economic Strategy

Our ambition: more and better jobs in an inclusive, green economy

People

Enable residents to access economic opportunities and excel in business and their careers

Skills levels
Barriers to employment
In-work progression &
upskilling
Health and wellbeing

Productivity

Support local wealth creation and retention

Major employment sectors
Opportunity sectors
Start-ups & business growth
Innovation ecosystem
Good business practices

Places

Develop places and infrastructure so that people and businesses thrive

Towns and villages Employment land Physical connectivity Digital infrastructure

Promotion

Promote our county, assets and opportunities to businesses, investors, visitors and residents

Brand & place marketing Inward investment Year-round visitor economy Cultural & creative infrastructure

Green skills

Green economy
Business transition to net
zero

Sustainable communities

Green economy cluster

Planet

Reach net zero by 2045 through a just transition that creates good jobs

Delivered through partnerships

Monitoring and Evaluation

- Approved and monitored by the VCD Board in collaboration with key stakeholders and partners.
- An annual evaluation of the plan will be undertaken to assess the effectiveness and review progress against objectives, updated as required.
- As a Local Visitor Economy Partnership, progress will be monitored through Visit England's Growth Plan process.
- Individual working groups or task groups will also be set-up to develop ideas into projects.





Feedback



